

# Fargo Diversion TV

Revision #:

Date: 10/7/2016

1:44 PM

Vendor: WDAY-TV

Send Billing To: Flint Communications

101 N. 10th Street

Ste. 300

Fargo, ND 58102

Phone: 701-237-4850

Fax: 701-234-9680

Client: Fargo Diversion Task Force

Estimate: 4661

Media: TV

Description: Fargo Diversion TV 4Q16

Product: Fargo Diversion Task Force

Flight Start Date: 10/10/2016 03:00 AM

Market: Fargo-Moorhead

Flight End Date: 11/6/2016 02:59 AM

Primary Demo: Adults 18-49

Survey: Nov16 Proj. (Nov15 HUT, May16 SHF)

DMA Nielsen Live+1

Separation between spots: 30

Buyer: Mariah Madsen

Affiliation: ABC

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/10 10/17 10/24 10/31	Total Spots	Adults 18-49 Rtg/CPP	Adults 25-54 Rtg/CPP	Adults 35+ Rtg/CPP
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## WDAY-TV

4	MTuWThF 6:00a-7:00a FIRST NEWS	EM	\$325.00	\$276.25	30	2 2 2 2	8	1.9 \$171.05	2.3 \$141.30	2.8 \$116.07
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5	MTuWThF 6:00p-6:30p 6 O'CLOCK NEWS	EN	\$1,000.00	\$850.00	30	2 2 2 2	8	2.4 \$416.67	4.0 \$250.00	11.8 \$84.75
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Total Spots: 4 4 4 4  
 Total GRP/GIMP(000): 8.6 8.6 8.6 8.6  
 Total CPP/CPM:

Total Cost: \$10,600.00  
 Station Monthly Summary \$9,010.00

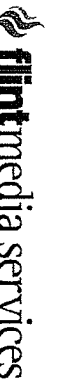
OCT 16	\$7,950.00	\$6,757.50	12
NOV 16	\$2,650.00	\$2,252.50	4
Total Cost:	\$10,600.00	\$9,010.00	16

## Traffic Instructions Information

Start Date	End Date	ISCI	ISCI Title	Length	% Rotation
10/10/2016	11/6/2016	FFLT1603	Manoney Flood Diversion 2016	30	100 %

Signature:

Please sign and fax back to 701.234.9680



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					10/10 10/17 10/24 10/31				

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